



**COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE**  
**NMKT 102: MARKETING PRINCIPLES**

**FINAL EXAMINATIONS**

**APRIL 2022**

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**INSTRUCTIONS**

Answer ALL **QUESTIONS** in Section A & B.

The marks allocated to **each** question are shown at the end of the section.

Total marks =100.

Marks will be awarded for a neat presentation.

## **Section A**

- 1) A marketing philosophy summarized by the phrase 'a stronger focus on social and ethical concerns in marketing' is characteristic of the .....period.  
A. Production                      B. Sales                      C. Marketing                      D. Societal Marketing
- 2) These are brands sold without any promotional materials or any means of identifying the company  
A. Distributor brands              B. Generic brands              C. Co-branding                      D. Manufacturer brands
- 3) Why is market segmentation carried out?  
A. To break down the markets into smaller markets.  
B. Provides an opportunity to surpass competitors.  
C. By grouping together customers with similar needs, it provides a commercially viable method of serving these customers.  
D. Allows the achievement of greater market share.
- 4) "Niche marketing" means:  
A. Selling to the whole world              B. Personalized products targeting narrow groups of people  
C. Targeting a wide-variety of people              D. Targeting a specific individual
- 5) A pair of jeans would be considered:  
A. Convenience goods              B. Specialty goods              C. Shopping goods              D. Unsought goods
- 6) To be effective, the process of marketing segmentation must meet which of the following basic requirements?  
A. The firm must avoid focusing on non-variables such as profitability and volume.  
B. The market segments must have measurable purchasing power and size.  
C. The company must expand beyond its market capabilities to capture growing markets.  
D. The market segment must reflect the population's changing attitude and lifestyles.
- 7) "**Customer is King**", which marketing management concept supports this statement?  
A. Marketing concept              B. Selling concept              C. Productivity concept              D. Product concept
- 8) In the Product /Market expansion grid, what is the most risky strategy for the organization?  
A. Product development              B. Market penetration              C. Exporting                      D. Diversification
- 9) A further 3Ps are incorporated into the marketing mix. Identify them:  
A. Physical evidence, process and price                      C. process, people and promotion  
B. C. Physical evidence, people and production              D. physical evidence, process and people.
- 10) Which of the following is **not** an element of the marketing mix?  
A. Distribution                      B. Product                      C. Target market                      D. Pricing
- 11) ..... product is the problem-solving benefit that customers are really buying when they obtain a product.  
A. A core                      B. An Augmented              C. A convenience              D. An emergency              E. An Actual

- 12) Checking performance against objectives is part of the ..... Stage of the marketing process.  
A. Control      B. Planning      C. Appraisal      D. Analysis      E. Implementation
- 13) Dog walking, tax advice, and counseling are examples of what?  
A. Pure product      B. Combination      C. Pure service      D. Product with some service
- 14) A commonly used basis for segmenting consumer markets is:  
A. Organizational size      B. Product type      C. Demographics      D. Price
- 15) Which stage along the product life cycle do we normally see a firm trying to revamp the image of a product?  
A. Growth stage      B. Decline stage      C. Introduction stage      D. Maturity stage
- 16) Which of the following is **not** one of the distinct characteristics of services?  
A. Intangibility      B. Perishability      C. Tangibility      D. Inseparability
- 17) The stage of product development that involves launching a new product into the market is called.....  
A. a debut      B. test marketing      C. an initiation      D. commercialization      E. Inception
- 18) This is a characteristic of a service, one that recognizes that spare or unused capacity at a particular point is capacity lost.  
A. Inseparability      B. Variability      C. Perishability      D. Tangibility
- 19) Which one of the following is **not** an example of a behavioral variable?  
A. Product usage      B. Media usage      C. Purchase occasion      D. Personality
- 20) This is the process by which two established brands work together, either on one product or service:  
A. Brand awareness      B. Co-branding      C. Parent branding      D. Child-branding
- 21) The process of market segmentation is strongly related to which other marketing concept?  
A. Product differentiation      B. PEST Analysis      C. ANSOFF matrix      D. Brand management
- 22) Which process summarizes the contributions made by the marketing department to the achievement of organizational goals?  
A. Strategic Planning Process      B. Marketing Process      C. Business Process      D. Adoption Process
- 23) This is the group of people in the process of diffusion who enjoy being at the leading edge of innovation and buy into new products at an early stage:  
A. Late adopters      B. Early adopters      C. Early majority      D. Laggards
- 24) Before beginning the market segmentation process, a firm should:  
A. Identify bases for segmenting markets.  
B. forecast total market potential  
C. Forecast market share  
D. Select target market segments
- 25) According to Phillip Kotler (2004), when human wants are backed by money, they become.....  
A. Needs      B. Demands      C. Value      D. Desires      E. Wants

- 26) Bakers INN is launching a new type of bread called "The Healthy loaf", in the market, the product manager has suggested a ..... pricing strategy because the company's goal is to attract a large number of customers quickly.
- A. Value based      B. Market oriented      C. market skimming      D. market penetration
- 27) ..... consists of the specific blend of advertising, public relations, personal selling and direct marketing tools that the company uses to pursue its advertising and marketing goals.
- A. Direct selling mix      B. Sales mix      C. Marketing mix      D. Promotion mix
- 28) During the first stage of the product life cycle, a marketer's objective most likely will be to:
- A. Maximize market share      B. build product awareness      C. Reduce expenditures
- D. Defend a position      E. Diversify into new categories
- 29) Which of the following is a combination of different service elements, including products?
- A. Communications mix      B. marketing mix      C. Product mix      D. Services marketing mix
- 30) Once a train pulls out of the station, an aeroplane takes off or film starts, those empty seats are lost and can never be sold. This is referred to as:
- A. Inseparability      B. Tangibility      C. Perishability      D. Variability
- 31) In a business buying center, which of the following are individuals with formal authority to control the flow of information to others within the organization?
- A. Deciders      B. Gatekeepers      C. Users      D. Influencers
- 32) The use of sales literature and brochures to give signs about the quality and positioning of the service is an example of:
- A. Physical evidence      B. Processes      C. People      D. Products
- 33) Product is one of the "4Ps" of the marketing mix. Which one of the following factors does not fall under the product "P"?
- A. Branding      B. labeling      C. Quality of performance      D. allowances      E. Packaging
- 34) .....are a form taken by Human needs as they are shaped by culture and personality?
- A. Needs      B. Wants      C. Desires      D. Demands
- 35) When a convenience store manager raised the price of fountain drinks by 10 percent, she found that the store sold only half as many fountain drinks. The manager's observation indicates that the demand for the fountain drinks is highly.....
- A. resilient      B. antagonistic      C. inelastic      D. exponential      E. elastic
- 36) By lowering prices to attract customers during quieter times and raising prices when demand is at its highest, demand can be leveled and marginal revenues increased. This is an example of:
- A. Differential pricing      B. Demand-based pricing      C. Service-based pricing      D. Intangible pricing
- 37) The purchasing department reorders on a routine basis, very often working from an approved list of suppliers. This is referred to as:
- A. New task      B. Routine buying      C. Straight rebuy      D. Modified rebuy.

- 38) Social grade is a means of classifying the population by.....
- A. Needs      B. Occupation      C. Lifestyle      D. Personality      E. Psychographics
- 39) .....the difference between the prospective customer's evaluation of all benefits and all the costs of an offering and the perceived alternatives
- A. customer lifetime value      B. customer perceived value      C. customer satisfaction  
D. total customer cost      E. customer benefit
- 40) In a micro-environmental marketing analysis, banks belong to which sector?
- A. Implementors      B. Suppliers      C. Publics      D. Marketing intermediaries      E. Customers
- 41) According to Phillip Kotler (2004), which one is referred to as the **"5 seconds commercial"**?
- A. Brand name      B. Core product      C. General product      D. Packaging
- 42) Which of the following consumer buying behaviors requires the least effort?
- A. Impulsive buying.      B. New buying situation.      C. Routine buying  
D. High involvement buying situation.
- 43) In the service industries, which of the factors below is extremely important; representing the service provider, and having a direct impact on the perceived quality of the service itself?
- A. People      B. Physical evidence      C. Processes      D. Intangibility
- 44) Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of:
- A. Pricing      B. Distribution      C. Product development      D. Promotion
- 45) Which is NOT classified in business buying situations?
- A. New task      B. Information gathering      C. Modified rebuy      D. Straight rebuy
- 46) Tobacco advertising is now virtually banned in all marketing communication forms in many countries around the world. This can be explained as an influence of:
- A. Technological environment      B. Legal environment      C. Economic environment  
D. Ecological environment      E. Social environment
- 47) According to Kotler (2004), .....is a state of deprivation?
- A. Value      B. Service      C. Want      D. Need      E. Performance
- 48) In the history of marketing, when did the production period end?
- A. In the early 1800s  
B. in the late 1800s  
C. In the early 1920s  
D. in the late 1930s
- 49) The process of collecting information about the external marketing environment is called:
- A. Environmental management      B. Marketing research      C. Environmental scanning  
D. Marketing intelligence

- 50) Which stage, along the product life cycle, do businesses normally face under-capacity in terms of production capacity?  
 A. Saturation                      B. Decline                      C. Growth                      D. Maturity
- 51) Highlighting how much better the company's product is over the competitors' is an advertising strategy for which stage of the product life cycle?  
 A. Development                      B. Introduction                      C. Growth                      D. Maturity                      E. Decline
- 52) .....are low-growth, high market share businesses or products. These established and successful businesses or products need less investment to hold their market share.  
 A. market leaders                      B. Dogs                      C. Market followers                      D. Cash cows
- 53) According to one of the two popular portfolio analysis tools, which one of the following factors is **not** rated and combined in an index of "industry attractiveness".  
 A. Market size                      B. Amount of competition                      C. Cyclicalities of demand                      D. None
- 54) Which of the following occurs when competitors' pricing policies are almost exclusively focused on competitor rather than customers?  
 A. Price differentiation                      B. Price fixing                      C. Price wars                      D. Price guarantees
- 55) The Cherry Company decides that it needs to get its customers to buy more of its existing candy products. The company is adopting what kind of growth strategy?  
 A. Penetration                      B. Diversification                      C. Market development                      D. Product development
- 56) Which of the following is **not** an example of a convenience good?  
 A. milk                      B. Bread                      C. Cigarettes                      D. Aspirin                      E. Dishwasher
- 57) Which of the following is one of the marketing management functions?  
 A. Marketing analysis                      B. Marketing Management                      C. marketing positioning                      D. Controlling
- 58) Which of the following is the final phase in the product development process?  
 A. Building a prototype                      B. Test Marketing                      C. Business analysis                      D. Commercialization  
 E. Inception
- 59) The term marketing refers to:  
 A. New product concept and improvements.  
 B. Advertising and promotion activities.  
 C. A philosophy that stresses customer value and satisfaction.  
 D. Planning sales campaigns.
- 60) Which skills and capabilities will marketers need to increasingly have?  
 A. market research                      B. digital and social marketing                      C. strategic marketing                      D. Sales
- 61) What does the term **CRM** stand for?  
 A. Customer Relationship Marketing                      B. Customer Relationship Management  
 C. Consumer Relationship Marketing                      D. Consumer Relationship Management.
- 62) What is sometimes referred to as "fitness for use", "conformance to requirements", "value for price paid", and "free from defects"?  
 A. performance                      B. customer value                      C. satisfaction                      D. value                      E. quality

- 63) The “market orientation” recognizes that:
- A. Price is the most important variable for customers.
  - B. market intelligence relating to current and future customer needs is important.
  - C. selling and marketing are essentially the same thing.
  - D. Sales depend predominantly on an aggressive sales force.
- 64) ..... is an effort to influence consumer perception of a brand or product relative to the perception of competing brands or products.
- A. Market positioning
  - B. Niche marketing
  - C. Segmentation
  - D. Product development
- 65) When customer expectations regarding product quality, service quality, and value-based price are met or exceeded, ..... is created.
- A. planning excellence
  - B. customer satisfaction
  - C. A quality rift
  - D. A value line
- 66) Which one of the following statements refers to the maturity stage of the product life cycle?
- A. Product’s sales fall
  - B. Firm reduces production
  - C. Firm introduces a new product
  - D. Firm works hard to maintain low prices
  - E. Firm works hard to improve the quality of the product
- 67) The term ‘marketing mix’ describes:
- A. A composite analysis of all environmental factors inside and outside the firm.
  - B. A series of business decisions that aid in selling a product
  - C. The relationship between a firm’s marketing strengths and its business weaknesses.
  - D. A blending of strategic elements to satisfy specific target markets.
- 68) In relationship marketing firms focus on ..... relationships with .....
- A. Short-term; customers and suppliers.
  - B. Long-term; customers and suppliers.
  - C. Long-term; customers.
  - D. Short-term; customers.
- 69) A brand is best defined as the:
- A. Slogan that customers associate with a product.
  - B. Product that customers think of when they hear a commercial name.
  - C. Colors and typeface that customers associate with a product or service.
  - D. Tangible and intangible attributes customers associate with a product or service.
- 70) The customer-driven marketing strategy consists of which of the following?
- A. Market segmentation, telemarketing, differentiation and positioning
  - B. Market strategies, market targeting, differentiation, positioning
  - C. Market segmentation, market targeting, differentiation and positioning
  - D. Market strategies, market targeting, differentiation, pricing

- 71) The key term in the American Marketing Association's definition of marketing is:  
 A. Process                      B. Sales                      C. Products                      D. Value
- 72) Which of the following forces is not part of the task environment?  
 A. Management                      B. Customers                      C. Distributors                      D. Promoters
- 73) Segmentation pricing is where varying prices are set for different groups of customers.  
 Economists call this approach:  
 A. Prices discrimination    B. Internal/External pricing    C. Cost Pricing    D. Penetration pricing
- 74) Factors such as total market dollars, market growth rate, gross profitability, and cash flow are part of which stage of the new-product process?  
 A. idea generation                      B. market testing                      C. business analysis  
 D. Business development                      E. commercialization
- 75) Although companies are increasingly recognizing the negative impacts they have on the society, many companies are now increasingly trying to contribute positively to societal development through.....  
 A. Ethics  
 B. The marketing concepts  
 C. Facilitating functions of marketing  
 D. Corporate social responsibility programmes

## **Section B**

### **Instructions:**

Answer ALL questions below:

1. Draw a detailed diagram of the Ansoff matrix? [7]
2. Draw a well labelled diagram of the BCG matrix as proposed by the Boston Consulting Group? [8]
3. Draw a simple diagram highlighting the three levels of a product? [5]
4. Draw a simple diagram summarizing the four types of Consumer Buyer Behaviors? [5]

End of Paper

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